

**Satellite News Channels**

June 16, 1982

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Director of Public Affairs  
Central Intelligence Agency  
Washington, DC 20505

Dear

STAT

I'm writing to introduce myself and my organization. Satellite News Channel is the new, 24-hour news network which will premiere on cable TV June 21, 1982. I am the correspondent assigned to cover your agency.

Our format will be all news (unlike CNN) in 20-minute summaries updated three times every hour. The network will reach 2½ million homes initially and 5 million by the end of the year. Our service will also be available in most government offices.

Satellite News Channel will offer some distinct advantages for disseminating news. For example, on the other networks an interview might be aired once, in the evening or the following morning. We will air that same interview live, as it happens, and repeat it later in the day, that evening, and overnight. That gives newsmakers access to a far wider audience.

Since I'll be specializing in your area, I'd like to receive whatever news items or announcements of news conferences you may generate. My address and telephone number are listed below. If you call and I'm not here, the Assignment Desk will back me up.

I'm enclosing a fact sheet which will tell you more about Satellite News Channel. Thanks for your time. I'll be talking to you soon.

Yours truly,



Steve Taylor

## **SATELLITE NEWS CHANNELS FACT SHEET**

### **1. What is Satellite News Channels?**

Satellite News Channels is a joint venture between Group W Satellite Communications and ABC Video Enterprises. It will provide two all-news channels. SNC I will be the cable industry's only 24-hour-a-day, all-news, live news service delivering continuously augmented and up-dated breaking, hard news from around the world. SNC I will also provide cable viewers with regional news coverage from 24 news regions across the United States. SNC I is the first national cooperative between cable system operators, commercial broadcasters and a commercial television network. SNC I's slogan is: "Give us 18 minutes and we'll give you the world". SNC II will deliver to cable subscribers in-depth coverage of the major news events of the day. Satellite News Channels is a program service created exclusively for the cable television industry and its subscribers.

### **2. What is Satellite News Channel I?**

Satellite News Channel I, which will begin service on June 21, provides concise, up-to-the-minute news briefings 24-hours each day, 7-days a week. Subscribers can tune in, anytime of the day or night, and know with confidence they will receive a quick news briefing of the top international and national stories in lean and trim 18-minute blocks. It is all live news, all the time, presented in a highly visual manner with 24 Regional Associates providing five-minutes of regional news each hour. Satellite News Channel I gives subscribers the news when they want it.

### **3. What is Satellite News Channel II?**

Satellite News Channel II provides subscribers with in-depth coverage of the major news stories of the day. It also offers extended commentary on events in politics, government, the economy and science - in fact, any important field which affects the public. There are no time constraints on this 24-hour a day service, so our subscribers can get the big picture on the big story. Service of SNC II will begin in early 1983. Its format will be created by ABC News.

#### **4. Where Is Satellite News Channel I Located?**

Headquarters: 41 Harbor Plaza Drive  
P. O. Box 10210  
Stamford, Ct. 06904

Washington Bureau  
1111 18th Street, N.W.  
Washington, D.C. 20036

#### **5. Who's Who At Satellite News Channel I?**

S. William Scott, President and Chief Operating Officer  
Tom Capra, Vice President and Managing Editor  
David Horwitz, Executive Producer  
Adam C. Powell III, Director of News  
Lou Cioffi, Washington Bureau Chief  
Ed Anderson, Director of Operations  
Billy Sunshine, Art Director

#### **6. What Is Group W Satellite Communications?**

Group W Satellite Communications was created in March, 1981 as a division of Westinghouse Broadcasting and Cable Inc., (Group W), a wholly-owned subsidiary of the Westinghouse Electric Corporation. GWSC was created to develop, market and distribute cable programming. In addition to Satellite News Channels, GWSC is also involved in marketing and producing The Disney Channel, a joint venture between GWSC and Walt Disney Productions. The Disney Channel is a pay-channel providing quality family-oriented programming. The Nashville Network, an advertiser-supported cable television network built around the country music entertainment that is synonymous with Nashville, is a project of Opryland Productions, a division of NLT Corporation. GWSC will market and distribute The Nashville Network to cable systems.

#### **7. What Is ABC Video Enterprises?**

ABC Video Enterprises was created in July, 1979 as a wholly-owned subsidiary of American Broadcasting Companies, Inc. to produce and supply video programming for the new communications technologies. It offers specialized entertainment and informational programming through cable and satellite delivery systems, video cassettes and videodiscs.

#### **8. When Was Satellite News Channels Announced?**

Satellite News Channels was announced on August 12, 1981 at a press conference in New York.

## 9. Where Are The 24 Regional Associates Located?

|           |                            |           |                  |
|-----------|----------------------------|-----------|------------------|
| Region 1  | Florida                    | Region 13 | Missouri         |
| Region 2  | Georgia                    | Region 14 | Chicago          |
| Region 3  | Capital (Washington, D.C.) | Region 15 | Michigan         |
| Region 4  | Eastern Pennsylvania       | Region 16 | Upper Midwest    |
| Region 5  | Metro New York             | Region 17 | North Texas      |
| Region 6  | Upper New York             | Region 18 | South Texas      |
| Region 7  | New England                | Region 19 | Southwest        |
| Region 8  | Western Pennsylvania       | Region 20 | Inter-Mountain   |
| Region 9  | Ohio                       | Region 21 | Northwest        |
| Region 10 | Carolinas                  | Region 22 | North California |
| Region 11 | Kentucky/Tennessee         | Region 23 | South California |
| Region 12 | New South                  | Region 24 | Kansas           |

## 10. How Will Satellite News Channel I Be Supported?

Satellite News Channel I is an advertiser-supported service with national, regional and cable system commercial availabilities. There will be eight 60-second spots for national advertising. Regional associates have one 90-second spot available within each of their five-minute newscasts. Cable operators will have two 60-second spots available each hour -- one minute at 29 minutes after the hour and one minute at 59 minutes after the hour. In addition, if a cable system produces its own five minute newscast each hour, it will have one 90-second spot available for local advertising within that local newscast.

## 11. How Many Hours A Day Does Satellite News Channel I Broadcast?

Satellite News Channel I is a 24-hour, all live, 7-days a week news service. Regional associates will broadcast their five-minute newscasts each hour, 18-hours a day.

## 12. How Big A Staff Will Satellite News Channel I Have?

Satellite News Channel I will have more than 250 employees working in the Stamford headquarters outside New York City and more than 50 employees in its Washington Bureau.

## 13. Where Does Satellite News Channel I Get Its News?

- \* Satellite News Channels Washington Bureau
- \* ABC News
- \* 24 Regional Associates
- \* United Press International
- \* UPITN

The combination of Satellite News Channel I employees, ABC News and the 24 Regional Associates totals more than 3,200 news personnel.

#### **14. What Does Satellite News Channels Cost The Cable Operator?**

Satellite News Channels is offered free of charge to cable operators who provide it to their subscribers as part of their basic package of services. Cable operators carrying Satellite News Channels I and II will receive a one-time only signing bonus of 50 cents per subscriber, per channel. In addition, cable systems operators will receive 25 cents per subscriber, per channel in launch assistance.

#### **15. Why Should A Broadcaster Become A Regional Associate?**

- \* To participate in the growth of cable television.
- \* To use Satellite News Channel I coverage on its own local newscasts.
- \* To greatly enhance their news and sales presence in their market.
- \* To cross-promote their own news product.
- \* To create a new revenue source through advertising.
- \* To position their station more strongly in regional broadcasting spectrum.
- \* To position their station as the regional news and marketing leader.

#### **16. How Will Cable Operators Receive Satellite News Channel I?**

Each cable system operator will have a satellite antenna aimed at Westar IV, which was launched February 25, 1982 by Western Union. Satellite News Channel I has five transponders on this satellite. When Westar V is launched this summer, SNC I will be moved to this satellite and the cable operators will reorient their antennas to receive the signal from Westar V.

#### **17. Why Should A Cable Operator Take Satellite News Channel I?**

Cable operators should take Satellite News Channel I because it will become the major news source for cable subscribers in the future. It is designed to be used at the subscriber's discretion and for as long as the subscriber wishes to use the service. In addition, by carrying SNC I, cable operators have the unique opportunity to reach potential customers in the area by way of the broadcast medium. Furthermore, cable operators carrying SNC I are guaranteed that the service is unique and exclusive to the cable industry.